

8 profile being based on said static customer profiles and whatever information  
9 is available about the customer at the time of assignment;

10 capturing by the customer the on-line e-commerce site's actions;

11 formulating by the customer a profile of the on-line e-commerce site

12 based on past history that the customer has about various sites, including

13 multiple value attributes, and updating the profile based on said captured

14 actions;

15 negotiating by the on-line e-commerce site with the customer based on

16 a dynamically changing profile of the customer;

17 negotiating by the customer with the on-line e-commerce site based on

18 a dynamically changing profile of the site;

19 changing by the on-line e-commerce site the customer's [dynamically

20 changing] static profile during negotiations based on an observed behavior of

21 the customer, said static profile thereby being dynamic during said

22 negotiations; and

23 changing by the customer the on-line e-commerce site's [dynamically

24 changing] static profile during negotiations based on an observed behavior of

25 the on-line e-commerce site, said static profile thereby being dynamic during

26 said negotiations,

27 wherein said customer profiles are comprised of information usable to

28 the advantage of the e-commerce site in said on-line negotiation with

29 customers and said e-commerce site profiles are comprised of information

30 usable to the advantage of the customer in said on-line negotiation.

\* Basically coming up w/ an offer based on prior negot. Various sites = what customer knows about market.

Past Exp. can capture counter offer deas.

112 2d

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For stat. reject. Various sites could be the negot. site.

112 2d?

wherein